

**WHAT IS CLAIMED IS:**

1. A method for reducing the power used by a display device having light emitting pixels, comprising the steps of:
  - a) receiving formatted information for presentation on the display device;
  - b) modifying the format of the formatted information to reduce the number and/or intensity of bright pixels in a display of the formatted information;
  - c) rendering the modified formatted information; and
  - d) displaying the rendered modified formatted information on the display device.
2. The method claimed in claim 1, wherein the display device is a portable emissive flat-panel display.
3. The method claimed in claim 1, wherein the display device is an OLED display device.
4. The method claimed in claim 1, wherein the information includes text formatted with characters presented on a background.
5. The method claimed in claim 4, wherein the format includes dark text on a light background and the format modification is the reversal of the brightness of the text and the background.
6. The method claimed in claim 4, wherein the format modification is the reversal of the color of the text and the background.
7. The method claimed in claim 4, wherein the format modification includes modifying the brightness of the text background.

8. The method claimed in claim 4, wherein the format modification includes modifying the brightness of the text.

9. The method claimed in claim 4, wherein the display is a color display in which the display of some colors consumes less power than the display of other colors, and the format modification includes modifying the color of the text background.

10. The method claimed in claim 9, wherein the format modification is the reversal of the color of the text and the background.

11. The method claimed in claim 4, wherein the display is a color display wherein the display of some colors consumes less power than the display of other colors, and the format modification includes modifying the color of the text.

12. The method claimed in claim 4, wherein the format modification includes modifying the thickness of the text characters.

13. The method claimed in claim 12, wherein the format modification includes changing light bold text on a dark background to normal text.

14. The method claimed in claim 12, wherein the format modification includes changing dark normal text on a light background to bold text.

15. The method claimed in claim 1, wherein the information includes one or more graphic elements.

16. The method claimed in claim 15, wherein the format modification includes modifying the brightness of the one or more of the graphic elements.

17. The method claimed in claim 15, wherein the display is a color display wherein the display of some colors consumes less power than the display of other colors, and the format modification includes modifying the color of the one or more graphics.

18. The method claimed in claim 15, wherein the format modification includes binarizing the one or more graphic elements.

19. The method claimed in claim 15, wherein the format modification includes removing one or more of the graphic elements.

20. The method claimed in claim 1, wherein the format modification is user selectable.

21. The method claimed in claim 1 wherein the information format is described in a markup language.

22. The method claimed in claim 1 wherein the information format is described in hypertext markup language (html).

23. A display system, comprising:

a) a display device having light emitting pixels;

b) a source of formatted information for presentation on the display device;

c) means for modifying the formatted information to reduce the number and/or intensity of bright pixels in a display of the formatted information; and

d) means for rendering the modified formatted information for display on the display device.

24. The display system claimed in claim 23, wherein the display device is a portable emissive flat-panel display.

25. The display system claimed in claim 23, wherein the display device is an OLED display device.

26. The display system claimed in claim 23, wherein the information includes text formatted with characters presented on a background.

27. The display system claimed in claim 26, wherein the format includes dark text on a light background and the format modification is the reversal of the brightness of the text and the background.

28. The display system claimed in claim 26, wherein the format modification is the reversal of the color of the text and the background.

29. The display system claimed in claim 26, wherein the format modification includes modifying the brightness of the text background.

30. The display system claimed in claim 26, wherein the format modification includes modifying the brightness of the text.

31. The display system claimed in claim 26, wherein the display is a color display wherein the display of some colors consumes less power than the display of other colors, and the format modification includes modifying the color of the text background.

32. The display system claimed in claim 31, wherein the format modification is the reversal of the color of the text and the background.

33. The display system claimed in claim 26, wherein the display is a color display in which the display of some colors consumes less power than the display of other colors, and the format modification includes modifying the color of the text.

34. The display system claimed in claim 26, wherein the format modification includes modifying the thickness of the text characters.

35. The display system claimed in claim 34, wherein the format modification includes changing light bold text on a dark background to normal text.

36. The display system claimed in claim 34, wherein the format modification includes changing dark normal text on a light background to bold text.

37. The display system claimed in claim 23, wherein the information includes one or more graphic elements.

38. The display system claimed in claim 37, wherein the format modification includes modifying the brightness of the one or more of the graphic elements.

39. The display system claimed in claim 37, wherein the display is a color display wherein the display of some colors consumes less power than the display of other colors, and the format modification includes modifying the color of the one or more graphics.

40. The display system claimed in claim 37, wherein the format modification includes binarizing the one or more graphic elements.

41. The display system claimed in claim 37, wherein the format modification includes removing one or more of the graphic elements.

42. The display system claimed in claim 23, wherein the format modification is user selectable.

43. The display system claimed in claim 23 wherein the information format is described in a markup language.

44. The display system claimed in claim 23 wherein the information format is described in hypertext markup language (html).

45. The method claimed in claim 4, wherein the format modification includes binarizing the text characters and background.

46. The display system claimed in claim 26, wherein the format modification includes binarizing the text characters and background.